



Customer Survey Technologies

November 11, 1994

Ms. Karen Tolchinsky
Philip Morris USA
120 Park Avenue
New York, NY 10017

Scanning
Guidelines

Dear Karen:

Thanks for your call yesterday. I'm sorry this information didn't reach you last week. I have listed below the key components of the scannable questionnaire:

1. The response areas should be printed in red ink on a white background (red screens may be printed behind the boxes).
2. Black (or any other dark color) must be used to draw a box around the survey itself. The scanning system uses this box to "anchor" itself on the survey page.
3. The survey may have as many other colors as needed as long as the above rules are followed.
4. The page must be larger than 5" x 5" and preferably would not be smaller than the current survey.
5. The page must be no larger than 8 1/2" x 14" (legal size page).
6. Using the current system we would need all response data on the same side of the page (however, we can go to a two-sided scan if necessary). You may print on two sides, as in Parliament's sweepstakes rule printing.
7. The paper should be roughly the same weight as the current survey. Lighter weight papers tend to crumple and tear easier.

That's about it. Let me know if I can give you any more info.

Very truly yours,

A handwritten signature in dark ink, appearing to read 'Clay K. Deniger'.

Clay K. Deniger

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